

BRAND NAME JUSTIFICATION
5TC57080405

HEADQUARTERS, AIR MOBILITY COMMAND
CONSOLIDATED AIR MOBILITY PLANNING SYSTEM

1. AGENCY AND CONTRACTING ACTIVITY:

Requiring Agency: HQ AMC/A6IM
203 West Losey Street
Scott AFB, IL 62225

Contracting Activity: GSA/FAS/AAS
Great Lakes Region
1710 Corporate Crossing, Suite 3
O'Fallon, IL 62269

2. NATURE AND /OR DESCRIPTION OF ACTION BEING PROCESSED:

The Headquarters Air Mobility Command's (HQ AMC) Consolidated Air Mobility Planning System (CAMPS) program management office requires the purchase of software licenses and maintenance support to optimize the existing database architecture that is comprised of Oracle software technologies. CAMPS is the HQ AMC Command and Control (C2) modernization program that provides seamless airlift and tanker planning, scheduling, and analysis during peacetime, crisis, contingency and wartime operations. CAMPS is an automated planning tool that presents an integrated view of planning and scheduling mobility resources (airlift and tanker aircraft) while lowering life cycle costs. It provides one-time data entry and warehouses Department of Defense (DOD) standard data elements.

This acquisition will provide the software that is required to implement Oracle Real Application Clusters (RAC) technologies into the CAMPS. The Oracle RAC technology supports the deployment of a single database across a cluster of servers, which decreases the overall number of system servers required to support the application, in addition to providing fault tolerance, performance, and scalability. This acquisition will provide the software required to enable CAMPS enhancements and optimization within the existing system footprint (i.e. no additional hardware will be required) and support increased system usage requirements. Use of the Oracle software technologies is essential to the Government's requirements to ensure reliability, compatibility and interoperability, thereby precluding consideration of a products developed by other software technology companies.

3. DESCRIPTION OF SERVICES REQUIRED TO MEET THE AGENCY'S NEEDS:

The specified brand name (Oracle) software is required to ensure compatibility, interoperability and maintainability with the existing CAMPS technical system architecture. The CAMPS database is built on and operates with the utilization of Oracle manufacturer database software. The additional Oracle software that is required to be acquired will be installed and configured within the existing Oracle database architecture. The additional Oracle software will exploit the existing Oracle software to provide increased system capabilities. It is imperative and critical to the mission of the HQ AMC that specific manufacturer software be acquired to enable CAMPS enhancements and optimization within the existing CAMPS footprint. The enhancements and optimization will enable the CAMPS to support increased system usage requirements and will provide the required system availability, capability, and capacity.

The estimated value of the acquisition is \$861,743.00 DS

The existing CAMPS architecture has been accredited and issued a certificate to operate (CTO). The existing CAMPS architecture has been certified as a result of extensive security testing and validations; and subsequently, has been approved for use by other Major Commands (MAJCOMS) as an approved system to operate on the DOD networks. The accreditation process involved a manpower intensive validation at the AMC and other MAJCOM locations prior to installation upon their respective networks. A change to any part of the accredited architecture (hardware and software) would require all testing to be re-accomplished. The installation of non-accredited software within the system architecture would invalidate the existing accreditation. Interjecting another proprietary software product and subjecting the CAMPS architecture to undergo extensive testing and evaluation to obtain a revised CTO would have a negative impact on the operational environment, jeopardizing the reliability and operational capabilities. Therefore, it is critical that only accredited, brand name, software be acquired and installed to support the CAMPS architecture. The compatibility and interoperability risks associated with the with introduction of other than approved and accredited manufacturer components at this juncture will jeopardize the reliability, maintainability and availability of the network, and as a result, jeopardize AMC's ability to support critical mobility operations.

4. STATUTORY AUTHORITY PERMITTING OTHER THAN FULL AND OPEN COMPETITION: HQ AMC/A6IM requires software products and services available from specific responsible sources (specific technology developer) and no other type of services will satisfy the immediate requirement of HQ AMC/A6IM; GSA 41 U.S.C. 253 (c) (1) and for DOD 10 U.S.C. 2304 (C)(1).
5. DEMONSTRATION THAT THE CONTRACTOR'S UNIQUE QUALIFICATIONS OR NATURE OF THE ACQUISITION REQUIRES THE USE OF ONLY ONE RESPONSIBLE SOURCE AUTHORITY: The software and maintenance services being acquired consists of approved and certified software components that are currently included and are operational in the baseline CAMPS configuration. The existing system has been accredited and issued a CTO. The installation of non-accredited equipment would invalidate the accreditation; therefore, it is critical that only accredited, specific manufacturer equipment be installed to support the CAMPS. The current state of world affairs, and the continuing war on terrorism, have identified and support the necessity for reliable system capability. The introduction of non-accredited manufacturer components at this juncture will jeopardize the reliability and availability of the system, and as a result, jeopardize HQ AMC's ability to support the critical mobility operations.
6. DESCRIPTION OF EFFORTS MADE TO ENSURE THAT OFFERS ARE SOLICITED FROM AS MANY SOUCES AS DEEMED PRACTABLE: The Air Force has requested the utilization of the GSA SmartBUY program for this acquisition. The Department of Defense (DOD) is utilizing the GSA SmartBUY program to implement the DOD Enterprise Software Initiative (ESI).

SmartBUY is a Government procurement vehicle designed to promote effective enterprise level software management. By leveraging the Government's immense buying power, SmartBUY can potentially save taxpayers millions of dollars through Government wide aggregate buying of Commercial Off The Shelf (COTS) software products. The SmartBUY program also assists agencies to achieve greater standardization, improved configuration management, and more robust IT security.

SmartBUY establishes strategic enterprise agreements with software publishers (or resellers) via Blanket Purchase Agreements (BPAs). The GSA SmartBUY program includes such agreements for database enterprise agreement licenses for Oracle manufacturer software (referred to as DEAL-O BPAs). The agreements have been established via the issuance of BPAs to four contractors (DLT Solutions, Immix Technology, Mythics, and Oracle). The BPAs are issued against the contractor's GSA Multiple Award Schedule (MAS) 70 contracts.

A competitive solicitation will be released to all DEAL-O BPA contract holders (identified above) via the GSA web-based procurement system (ITSS), which will provide competition and satisfy all competition requirements.

This requirement meets the publicizing exception under FAR 5.202 (a)(11).

The publication requirement for Brand Name Justifications (BNJ) require that the agency post the BNJ with the solicitation to either Federal Business Opportunities or GSA e-Buy. Posting to the GSA e-Buy portal is only considered to be appropriate when the contract vehicle is the Federal Supply Schedule. The contract vehicle for this procurement will be the GSA SmartBUY BPA. The BNJ will be posted to the Federal Business Opportunities web site.

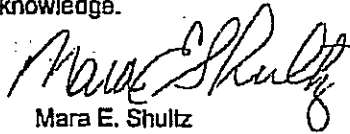
7. DETERMINATION THAT THE ANTICIPATED COST TO THE GOVERNMENT WILL BE FAIR AND REASONABLE: The anticipated cost to the government is expected to be fair and reasonable based on the established prices under the DEAL-O BPA contracts. Research of the required software products and availability under the DEAL-O BPA reflects a significant price discount when compared to the GSA MAS 70 contract and commercial list prices. The requirement will be solicited as a competitive acquisition against the DEAL-O BPA contracts. The expectation is that each BPA contractor will provide an offer and these factors will be considered and applied to support a determination that cost to the Government will be fair and reasonable.
8. DESCRIPTION OF THE MARKET SURVEY CONDUCTED AND THE RESULTS OF A STATEMENT OF THE REASONS A MARKET SURVEY WAS NOT CONDUCTED: Market research was conducted using the GSA SmartBUY web-site, the GSA Advantage web-site, the National Aeronautical and Space Administration (NASA) Solutions for Enterprise-Wide Procurement (SEWP) web-site, and the Army Computer Hardware, Enterprise Software and Solutions (CHES) website. The market research has been documented in a separate document. The results from the market research indicates that use of the GSA SmartBUY program is the most appropriate acquisition strategy.
9. OTHER FACTS SUPPORTING THE USE OF OTHER THAN FULL AND OPEN COMPETITION:
 - i. The software to be acquired must be compatible with existing infrastructure proprietary software components; therefore, technical data packages, specifications or purchase descriptions suitable for full and open competition are not available.
 - ii. The specific manufacturer components (software and maintenance) are only available from the original manufacturer source or through authorized distributors. Award to any other source would result in unacceptable delays fulfilling the agency's requirements.
 - iii. FAR 6.302, Unusual and Compelling Urgency does not apply to this acquisition.
 - iv. This acquisition will be conducted under the authority of the Multiple Award Schedule Program.
10. A LISTING OF SOURCES, IF ANY, THAT EXPRESSED IN WRITING AN INTEREST IN THE ACQUISITION: None.
11. A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME ANY BARRIERS TO COMPETITION BEFORE MAKING ANY SUBSEQUENT ACQUISITION FOR THE SUPPLIES OR SERVICES REQUIRED: The HQ AMC will review the feasibility of utilizing alternate technologies without detriment to the AMC global mission for future requirements consisting of the purchase and installation of new systems equipment.

12. TECHNICAL REQUIREMENTS PERSONNEL CERTIFICATION: I certify that the data supporting the recommended use of other than full and open competition is accurate and complete to the best of my knowledge.



Michael Smith, GS-13
Consolidated Air Mobility Planning System
Deputy Program Manager

13. CONTRACTING OFFICER CERTIFICATION. I certify to the accuracy and completeness of this justification to the best of my knowledge.

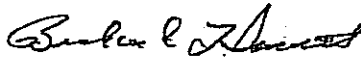


Mara E. Shultz
Contracting Officer

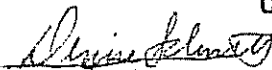
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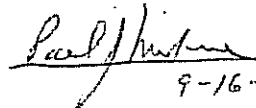
14. APPROVAL OF JUSTIFICATION.

Dick Smith
Competition Advocate



9/16/08

ROMS  9-16-08

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